

# Automotive Daily News



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## GENERAL MOTORS DIVIDEND GROWS TO \$14 A SHARE

### Men in Managerial Positions Share in Big Growth

NEW YORK, May 17.—Declaration of an extra dividend on the common shares of General Motors Corporation of \$4 a share in addition to the regular quarterly payment of \$1.75, will bring dividend payments during the current three quarters to \$14 a share, according to a review prepared by Dow, Jones & Co.

The first quarterly payment in this series of record-breaking cash disbursements was \$1.50 regular and \$5 extra; the second payment was \$1.75 regular and the current payment aggregates \$5.75. In dollars these dividends represent a total of over \$70,000,000.

Notwithstanding large payments, General Motors' cash account continues to increase—a reflection of its record-breaking prosperity of recent months. In announcing the dividend, directors stated that cash holdings and their equivalent exceeded \$160,000,000, which compares with about \$145,000,000 reported as of December 31, 1925, and after two common dividend disbursements in the past four months which called for a cash outlay of nearly \$35,000,000, in addition to the quarterly payments on the preferred stocks.

This piling up of cash holdings is an indication that despite the extraordinary size of its payments, the General Motors dividend policy is on a conservative basis in view of its tremendous earning power and ability to accumulate cash equities for its stockholders from the current prosperous state of its business.

General Motors' dividend payments are of special interest to a group of about eighty of the most important men in the corporation, who are in managerial positions, and who in 1923 formed the Managers' Securities Company to purchase the equivalent of 562,500 shares of General Motors common at \$60 a share.

This opportunity came to them through an offer from the du Pont company, under which the managers paid \$3.80 a share in cash and the balance of \$51.20 a share, aggregating \$28,800,000, in de-

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## SPRING LICENSE SALES SHOW GAIN IN ALBERTA

Montreal, May 17.—All records for the spring sale of automobile licenses have been broken at the Alberta government's licensing branch this year, it is stated by officials of the department.

Up to April 20 the number of plates issued in the province exceeded 40,135. Provisions have been made by the department to dispose of 57,000 licenses for motor cars this year, and it is now practically assured that this mark will be reached and possibly exceeded.

## ANOTHER DROP REPORTED IN DETROIT EMPLOYMENT

Special from A. D. N. Detroit Bureau  
Detroit, May 17.—Employment in Detroit, reported to the Employers' Association by members of that body, shows a decrease of 2,866 workers since last week, bringing the total employed down to 245,470. This is about two-thirds of the workers actually employed in the city. Last year for the same week the figures were 239,611.

## DETROIT SALES IN APRIL GAIN 20%

### Registrations Show 10,509 New Cars Sold

Detroit, May 17.—New car registrations in Wayne county during April totaled 10,509, or 20 per cent. more than were registered in March this year, and 20 per cent. more than in April last year.

In the first four months of this year 26,722 cars were registered in Wayne county, an increase of 18 per cent. over the corresponding period of 1925.

Hudson-Essex for April showed a gain of 33 per cent. and for the first four months 38 per cent. over corresponding periods of 1925. Packard's April gain was 36 per cent. and Paige-Jewett's 41 per cent.

Five leading companies last month more than doubled their 1925 April sales in this district. Oakland increased 236 per cent., Cadillac 189 per cent., Buick 165 per cent., Nash-Ajax 124 per cent. (over Nash alone last year), and Dodge 116 per cent.

Four companies show gains of more than 100 per cent. for the four-month period, compared with a year ago. Oakland increased 201 per cent., Cadillac 158 per cent., Buick 112 per cent. and Nash-Ajax 107 per cent. This does not take into consideration smaller companies with registrations of less than 100 cars in April, several of which show larger percentage increases.

The following table compares new car registrations in Wayne county during April, 1926, and April, 1925, and the totals for first four months of both years:—

	April 1926	April 1925	First 4 Mos. 1926	First 4 Mos. 1925
Auburn	8	7	24	15
Buick	1,232	465	2,948	1,392
Cadillac	142	49	362	140
Chandler-Cleveland	15	26	42	57
Chevrolet	1,320	965	3,226	2,191
Chrysler	334	293	958	1,080
Dodge	969	449	2,214	1,184
Durand	12	9	17	32
Eclair	5	2	14	6
Flint	21	62	88	228
Ford	3,033	4,195	8,201	10,060
Franklin	8	1	16	6
Hudson-Essex	1,027	778	2,820	2,046
Hummel	38	90	285	248
Jordan	37	6	84	40
Kissel	8	2	16	7
Lincoln	54	26	63	95
Locomobile	4	—	6	—
Marmont	16	17	40	50
Moon-Diana	7	7	23	12
Nash-Ajax	290	1174	1,112	1,588
Oakland	340	101	857	284
Oldsmobile	171	145	427	323
Over-Willis Knig	159	159	387	425
Packard	101	74	252	247
Paige-Jewett	141	109	342	344
Peerless	47	6	95	24
Pierce-Arrow	15	7	17	14
Pontiac	352	—	610	—
Reo	33	57	88	184
Rickenbacker	17	56	51	140
Star	72	51	175	157
Studebaker	300	276	637	849
Stearns Knight	5	6	10	10
Stutz	10	—	14	1
Vette	1	—	2	1
Wills Ste. Claire	8	10	18	19
Miscellaneous	3	—	37	910

\*Includes Maxwell.  
†Ajax not in production a year ago.

## OUTLINES GROWTH OF TRUCKS--BUSES

### Dodge Bros. Official Reveals Striking Figures

Special from A. D. N. Detroit Bureau  
Detroit, May 17.—In his address before the Great Lakes Regional Advisory Board, Arthur T. Waterfall, vice-president, Dodge Bros., Inc., marshaled some striking figures to show the importance of highway transportation in its relation to other forms of transportation.

"The difference between freight and passenger transportation," said Mr. Waterfall, "is that the latter delivers itself. To me, this sums up the whole psychology of the difference in terminal requirement regulation and related questions between the two operations."

High spots in Mr. Waterfall's figures were the following:—  
In 1925, over four and a third million cars and trucks were produced in this country, of a wholesale value of \$4,210,000,000, giving employment to 3,500,000 people.

Total automotive freight for the year 1925 was 3,040,000 carloads; this figure does not include road building machinery, material and equipment used in automobile factories, branch construction or for garages, or for coal for making electricity and gas, fuel oil, iron ore and many other items.

There are 70,000 motor buses in use in the United States, over 40,000 of which are used in common carrier operations, involving 232,000 miles of common carrier bus operations.

Two hundred and fifty electric lines now use 5,100 buses on 5,132 miles of route.

Six thousand four hundred and fifty-five common carrier operators of buses are regularly in service.

Twenty-six thousand seven hundred and fifty buses are used by consolidated rural schools for

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## American Autos Popular in Mexico

Laredo, Tex., May 17.—American-made automobiles continue to roll into Mexico at a heavy rate, and according to the report issued by Brennan & Corrigan, customs brokers, a total of 124 carloads, or about 800 automobiles, was exported into Mexico through the port of Laredo during April. This is about one-third less than the number shipped during March.

Statistics on shipment of American-made cars through Laredo into Mexico for the first four months of 1926 shows that approximately 4,300 automobiles had gone into that country, of which number 3,500 were shipped during the first quarter of the year. At this rate the shipments of cars into Mexico during 1926 should far exceed those of 1925, when about 9,000 American-made automobiles were exported.

There is a steady increase in the demand for American-made cars over those of foreign makes, and the record thus far this year shows that Mexican purchasers are giving preference to cars made in the United States.

## FORD MOTOR CO. OUTPUT NOW 6,950 CARS DAILY

Denver, May 17.—The Ford Motor Company is producing 6,950 cars a day, five days a week, for the domestic market and 500 foreign, and is rapidly cleaning up inventory. A steel supplier says May releases have been unusually small.

## M. A. M. A. to Meet In Chicago May 20

Chicago, May 17.—Members of the Motor and Accessory Manufacturers Association in Illinois, Wisconsin, Indiana and southern Michigan will meet at dinner on Thursday at the Blackstone hotel to discuss conditions in the automotive industry and the work of the association.

Seventy-five of the 400 members of the association are located in three states of the Chicago territory.

Among those who will take an active part in the proceedings are H. L. Horning of the Waukesha Motor Co., Waukesha, Wis., president of the association; M. B. Ericson, Biflex Products Co., Waukegan, Ill.; L. M. Wainwright, Diamond Chain & Mfg. Co., Indianapolis, Ind.; E. B. Clark, Clark Equipment Co., Buchanan, Mich.; J. J. Risch, Imperial Brass Mfg. Co., Chicago; F. G. Wacker, Automotive Maintenance Machinery Co., Chicago; W. J. Zucker, Stewart-Warner Speedometer Corporation; N. H. Oliver, Metal Specialties Mfg. Co.; C. A. Bonner, Clark Equipment Co.; C. A. Pipenhagen, Pines Winterfront Co.; C. McAninch, Victor Mfg. Co., and H. A. Freitag, Vesta Battery Co.

## STINSON HEADS NEW AIRPLANE COMPANY

Special from A. D. N. Detroit Bureau  
Detroit, May 17.—Edward A. Stinson was elected president of the newly formed Stinson Airplane Company. Other officers are: J. K. Livingstone, chairman of the board; Henry E. Hund, vice-president; William A. Mara, secretary; Richard Fitzgerald, treasurer; Harry R. Graham, James N. Evans and George M. Holley, with any two of the officers, will constitute the executive committee. Stinson and Mara will be in direct charge of manufacture, which will be gotten under way at once.

## RENSHAW TO TELL OF BUSINESS IN INDIA

Special from A. D. N. Washington Bureau  
Washington, May 17.—American automotive manufacturers, desiring to learn of business conditions in India, may arrange for interviews with Assistant Trade Commissioner Donald Renshaw, of the Bombay office, who will arrive in San Francisco on June 2.

He will visit Seattle June 8 to 10; Chicago, June 14 and 15; and St. Louis, June 16, arriving in Washington June 19. Interviews may be arranged through the Department of Commerce at Washington or any of its co-operative offices.

## NEW BUS LINE

Chicago, May 17.—Bus service between Chicago and western suburbs, including Aurora, Elgin and Geneva, will be established this summer by a newly organized company of which Britton I. Budd is president.

## HIGH PRODUCTION CONTINUING AT MOTIVE PLANTS

### Motor Car Sales Not Up to Output Figures

Special from A. D. N. Washington Bureau  
WASHINGTON, May 17.

—Automobile factories and automotive accessories plants are operating on high-production schedules with full quotas employed, it is revealed in an analysis of reports by the United States Employment Service of the Department of Labor.

There is no large amount of unemployment in any section of the country, reports show.

Coinciding with the labor analysis the Federal Reserve Board made public figures tending to show that motor car sales, however, are not equalling the high production records, stocks consequently being increased.

Dealers reporting to the Chicago Federal Reserve Bank showed increases in sales of both new and used cars as compared with the early months of last year.

Stocks were considered small a year ago, and comparisons with 1924, when they were large, show a decrease in the combined stocks of 17 per cent. Weekly statistics of employment in Detroit factories, largely automobile producers, declined continuously from March 9 to April 20, but continued larger than at any time prior to last October.

General industrial employment is reported on an upward trend in Michigan, with a strong demand for highly skilled mechanics in the automotive industry. A report from the Detroit industrial district, including Hamtramck, Highland Park and Wyandotte, states that there is a slight shortage of skilled mechanics, particularly among automobile workers, with a slight surplus of unskilled labor.

In Flint a shortage of tool and die designers, toolmakers, and pattern makers and draftsmen for automobile work is reported. All automobile plants are working overtime. There is a surplus of automobile factory labor in Lansing.

Reports from Ohio indicate a gratifying increase in employment. In Akron some of the larger tire manufacturing plants are working on three 8-hour shifts, with the smaller ones on two 10-hour shifts. In New York state industrial employment is "holding up at a comparatively high level," a report states.

## PRODUCTION OF ESSEX INCREASES 50 PER CENT.

Special from A. D. N. Detroit Bureau  
Detroit, May 17.—O. H. McCormack, vice-president of the Hudson Motor Car Company, announces a 50 per cent. increase in production of the Essex Six coach; under the new increased schedule, the May output of Essex coaches will be 16,675, or 2,080 more than the entire Essex production in May, 1925. That month broke all records for Essex volume, up to that time.



## BRITISH MOTOR SALES DECLINE

### Business Disappointing—Much Below Last Year

London, May 17.—Sales of passenger cars and trucks in March and April, normally peak months, were disappointing, and manufacturers who expected to sell 150,000 cars this year now are doubtful whether they will sell as many as in 1925—100,000. Sales so far estimated are around 50 per cent. of 1925.

Morris produced 4,000 cars in March; Clyno, 2,000; Citroen, 800; and Austin, 700. Citroen is turning out 40 to 50 cars daily at its new plant at Slough, and expects soon to reach 100 cars a day.

Morris, which captured the greater part of Ford's business, has been losing ground to Clyno. Clyno at this period last year was producing and selling around 200 cars a month against 2,000 this year. It is probably the only British firm whose production has not yet overtaken demand. Decline in Morris sales is partly attributed to its action last year of compelling dealers to carry more cars. The company recently increased dealers' commission from 15 per cent. to 17 1/2 per cent.

Demand for American cars has considerably slackened. Sales of General Motors' products were low in January and February, normal in March and down 33 1-3 per cent. in April. Essex, which last year sold more than 6,000 cars against 1,800 in 1924, maintained its sales for the first three months of the year, but with other makers suffered a heavy setback in April. Essex reduced the price of its six from \$280 to \$260 in March.

General Motors and Dodge Brothers are hard hit by the extension of the 33 1-3 per cent. McKenna duties to commercial vehicles. Dodge anticipated this step, rushed over many trucks and can maintain its present price for some time. General Motors will be forced to increase the price of its Chevrolet truck about \$150 in the near future. This truck was one of G. M.'s best selling lines in Britain, with sales, it is understood, of 700 to 800 a month. A price increase will mean a large decline in sales.

American concerns were particularly interested in budget speech references to the possibility of a gasoline tax instead of the existing horsepower tax. Although American cars are generally cheaper than British, they are not popular owing to their large horsepower tax. Ford, for example, sells with but moderate success a four-seater touring car at \$625, \$200 cheaper than his nearest British competitors, Morris and Clyno. The tax, however, is \$100 a year on a Ford, against \$60 on the British cars.

### C. A. T. A REORGANIZES EMPLOYMENT BUREAU

Chicago, May 17.—Announcement is made of the reorganization of the employment bureau of the Chicago Automobile Trade Association, with W. R. Janery as manager. It is proposed to extend the operations of the department, which furnishes help for all C. A. T. A. members.

Scores of employees go through this bureau every week, several hundred each month, and dealers who are making use of it testify to the uniform excellence of the service.

#### VEAL TO ADDRESS S. A. E.

Detroit, May 17.—C. B. Veal, New York engineer, will address the closing meeting of the Detroit Section, S. A. E., 1925-1926 program Thursday, May 20. He will talk on the coincidental lock, and, of course, this will start a real discussion.

## AUTO REGISTRATIONS INCREASE IN MONTREAL

Montreal, May 17.—Marked increase in the total automobile registrations and licenses issued in the Montreal district for the two months of 1926 ended April 30, over the corresponding period for 1925, is shown in statistics just prepared by the Provincial Inland Revenue Bureau.

During the two months' period ended last month nearly 2,000 registrations in excess of the number for March and April of 1925 were made, the precise figures being 38,427, against 36,607.

## Saturation Point Still in Distance

Kansas City, May 17.—America will be able to absorb 4,000,000 new motor cars annually for the next five years, according to Henry T. Myers, director of sales of the Chrysler Sales Corporation, Detroit, who spoke last week at a luncheon of fifty Chrysler distributors in the Hotel President.

"And this can be done without loosening of the immigration restrictions," Mr. Myers said.

The speaker pointed out that 20,000,000 cars are in use at the present time. "Of this number, 4,300,000 were made last year, and manufacturers expect to turn out nearly 5,000,000 cars in 1926," he added.

In citing that the point of saturation was distant, and that 1926 would be the biggest year in the history of the industry, Mr. Myers said production for the first three months of this year showed a 44 per cent. increase over the corresponding period last year.

Substantial increase in bank clearings, freight car loadings and postal receipts, Mr. Myers declared, were the guideposts to better business conditions and potentially increased buying power on the part of the public.

## To Launch Brake-Testing Campaign

Special from A. D. N. Detroit Bureau  
Detroit, May 17.—In an effort to make highway travel safer, and with the co-operation of the state police, the Detroit Automobile Club is preparing to launch a state-wide brake-testing campaign that it is hoped will have a salutary effect on motorists in both the lower and upper peninsula.

The plan is to establish sixty brake-testing stations on the principal highways of the state, each station being in charge of a member of the state police force. About 200 workers will unite in testing the brakes of every possible motorist. The recent brake test week in Detroit showed unmistakably the necessity for general inspection of brakes, when the percentage of below-par braking equipment was found to be very high.

"We want to make the tests just as widespread as possible," says L. J. Van Schick, who is handling the details through his department of the automobile club. "While we are about it, we are going to check up the lights, as well. There is a crying need for inspection of these. In two hours' survey, near Lansing the other night, we found 135 vehicles that were improperly lighted, under the state vehicle law."

The campaign will be launched as soon as possible and continued as long as it appears necessary.

#### CHANGE IMPORT DUTY

Washington, May 17.—The government of the Canary Islands will put into effect a change in the import duty on automobiles, trucks, motorcycles and bicycles from 10 pesetas per 1,000 kilos to 1 per cent. ad valorem.

#### TRADE LISTS AVAILABLE

Washington, May 17.—The commercial intelligence division of the Department of Commerce has available automotive trade lists for East Africa and Danzig, the latter being for motor buses.

## S. A. E. TO HOLD AVIATION MEETING

### Three Important Addresses Scheduled

New York, May 17.—Three addresses on aviation are to be given the evening of Thursday, May 20, beginning at 8 o'clock, at an open meeting of the metropolitan section of the Society of Automotive Engineers at the Cafe Boulevard, New York city. A motion picture named "Wings of the Fleet" is to be shown following a description of aviation in the navy by Lieut. H. S. Kendall, U. S. N., who is in charge of naval reserve aviation training in the Third Naval District in New York city.

The organization, layout and equipment of airways, airports and flying fields are to be described and illustrated with lantern slides by J. E. Whitbeck, formerly superintendent of airplanes and airways of the air mail service and now vice-president and aeronautical engineer of William E. Arthur & Co.

A talk by Prof. Alexander Klemin of the Daniel Guggenheim School of Aeronautics of New York University, on the present status of the commercial airplane will also be illustrated with slides.

The meeting is to be preceded by a dinner at 6.30 p. m., at which covers are to be laid for 200. Among notable men in the aviation industry who are expected to be present and take part in the discussion on the addresses are C. M. Keys, president of the Curtiss Aeroplane and Motors Company; Grover C. Loening, president of the Loening Aeronautical Engineering Corporation; Prof. E. P. Warner, professor of aeronautical engineering at the Massachusetts Institute of Technology; J. T. Tripp, general manager of the Colonial Airlines, Inc., and Archibald Black, consulting air transport engineer.

The metropolitan section is the second largest of the thirteen district sections of the Society of Automotive Engineers, having a membership of 624, which is exceeded only by the Detroit section, with 743. The coming meeting marks the retirement of the officers for the past year and the induction of new officers for the coming year. The retiring officers and their successors are:

Chairman, Neil MacCull, Texas Company, succeeded by F. K. Glynn, American Telephone and Telegraph Company.

Vice-Chairman, A. F. Masury, International Motor Company, succeeded by C. B. Veal of Manly & Veal.

Treasurer, S. H. Woods, International Motor Company, succeeded by E. F. Lowe of the K. P. Products Company.

Secretary, F. K. Glynn, succeeded by H. M. Rugg, Vacuum Oil Company.

## GOVERNMENT ROUNDS UP ALLEGED AUTO THIEVES

Special from A. D. N. Washington Bureau  
Washington, May 17.—The Department of Justice has rounded up sixty alleged motor car thieves in the last week in its new drive against "auto jacks," it was announced today.

Arrests were made under the national motor vehicle theft act, commonly known as the Dyer act. Drastic penalties will be sought for those convicted.

In twenty convictions during the same period, growing out of earlier arrests, sentences totalling thirty-nine years and fines aggregating \$10,000 were imposed.

#### YELLOW CAB IN HALIFAX

Washington, May 17.—The Yellow Cab is now doing business in Halifax, N. S., the Department of Commerce was advised today. The Halifax Yellow Taxi Company, Ltd., has inaugurated a service of twelve vehicles, and will increase the number to twenty, the report states.

## Oakland-Pontiac Set New Records

Pontiac, Mich., May 17.—After breaking all previous monthly records for manufacture and shipment of cars during March, the Oakland Motor Car Company again smashed this record with deliveries to dealers during April of 13,358 Oakland and Pontiac Six automobiles. The March shipments totalled 12,019 cars.

During the two months of March and April alone the factory produced and shipped as many cars as during the first eight and one half months of 1925. For the first four months of this year a total of 39,305 cars has been shipped to dealers.

Not only have sales of the Pontiac six been breaking all previous records for the first four months' production of a new make of car, but the Oakland six has likewise been practically doubling in sales. Through April this year shipments of Oakland six from the factory have been 95 per cent. greater than for the four corresponding months last year.

Foreign shipments of the Pontiac six began during April, while foreign shipments of the Oakland six are running approximately 400 cars per month. Though production on the Pontiac six has been averaging 300 cars per day, the Oakland factory has not as yet caught up with dealers' orders for this new car.

## GOVERNMENT RULES ON TARIFF ON TRACTORS

Washington, May 17.—Large caterpillar tractors, manufactured in the United States, shipped abroad and then returned to this country, are exempt from tariff assessment, according to a decision of the Board of United States General Appraisers in sustaining a protest of Harry Chandler of Los Angeles. The action of the Los Angeles customs collector in imposing duty at 40 per cent. ad valorem, is set aside in an opinion by Judge Fischer.

## SEES MANY USES FOR TRACTORS

### Canadian Ford Official Points to Widening Scope

Ford, Ont., May 17.—Wallace R. Campbell, vice-president of the Ford Motor Company of Canada, Ltd., foresees a constantly widening application of the tractor. "We are finding," he says, "that farm work spells only the very beginning of the tractor's usefulness. It can be adapted to serve almost any purpose for which power is required. In the United States there are 660 firms making attachments for the Fordson tractor alone."

"Here in Canada, the uses of the tractor have been not developed so rapidly, but many employers of labor are coming to realize that the utilization of power wherever possible saves money and men. In our own plant, practically all interdepartmental carrying is done by rubber-tired tractors."

Several manufacturers are now co-operating to sell tractor equipment in Canada. Six distributing centers have been established at St. John, Montreal, Toronto, Winnipeg, Edmonton and Vancouver, and nearly a million dollars worth of equipment brought into the country. This includes hoists, shovels, scoops, and so on.

## SIX CARS ENTER A. A. A. STOCK-CAR ECONOMY RUN

Los Angeles, May 17.—To date, six cars have entered the 1926 A. A. A. stock car economy run from this city to Camp Curry, Yosemite, according to J. A. C. Waters, run manager.

The entrants for the 360-mile test are Packard, Dusenberry, Gardner, Franklin, Star touring and Star coach. It is expected that there will be many more entrants for the event, which comes off the 21st.

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seconds

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## CAR BUYERS NOW VISIT MARKETS

### Tax Scare Ends and Deliveries Rushed At Milwaukee

Milwaukee, May 17.—Two factors in the situation here have resulted in a decided spurt in new car sales in the Milwaukee territory during the past ten days. Springlike weather is the first and the "tax gag" is the second and more important.

Immediately after May 1 a large number of buyers who had been postponing purchase in order to evade the personal property taxes flocked to the salesrooms and asked for early deliveries. The result was that the first few days of the month saw overstocks cleared from many dealerships, and resulting in an actual dearth of cars in others.

Subsequent to that the weather has been spasmodically springlike, giving half a dozen excellent sales days, with the result that business has continued brisk up to the present, and promises to become even better as the weather becomes more settled.

Several dealers report business for the first ten days of May to be considerably ahead of their April totals, while practically all are running ahead of last month day by day.

The improvement manifested in the local new car sales during the last two weeks has been reflected in a similarly improved condition in the used car market. Dealers report their used car stocks low at this time and remaining stocks moving rapidly.

A bright feature of the current situation is the high market value of used cars. One dealer, handling a \$3,000 new product, averaged well over \$1,000 on the twenty-seven used cars sold last month and has been averaging \$1,500 on the eighteen used cars sold since the first of May.

Dealers handling smaller cars report that their used cars are moving with considerable ease at a good margin of profit over trade-in quotations. Price concessions are quite unnecessary at this time in the experience of most reputable dealers, who find the demand quite capable of taking care of their stocks.

Although the spurt in new car sales has brought in many used cars on trades, the latter, nevertheless, are being disposed of about as rapidly as they are being acquired.

Several dealers are planning to concentrate on the sale of small used cars for vacation trips as soon as the outing season opens in force, and the fact that Wisconsin is expected to be one of the greatest summer playgrounds of the country this season, a good volume of this type of business is anticipated.

#### SAN ANTONIO

San Antonio, Tex., May 17.—Registration of new cars and trucks in this city and Bexar county show a decided gain during the month of April, as compared with sales of previous months, total registration for the month being 664, or only four less than the same month in 1925. Ford sales led, with 234; Chevrolet, 74; Dodge Brothers, 65; Chrysler, 45; Buick, 42; Essex, 46; Hudson, 13; Nash and Ajax, 30; Studebaker, 23; Willys-Knight, 14; Overland, 14, and Cadillac, 10.

Continued rains lasting for several weeks have had a slight reflection on sales and general business conditions. However, at the present time the weather is clearing up in good shape and business is again resuming the stride which it has held since the first of the year. There is a steady demand for new cars and collections have held up well. Dealers are optimistic and are planning for a big year.

## DEALERS FIND WAY TO GET PUBLICITY

Akron, O., May 17.—The automobile dealers of this city are enthusiastic over the new publicity idea which the local Sunday paper, the Times-Press, has worked out for an automobile feature.

Each Sunday a man from the editorial staff is given either a demonstrator or new car by a different dealer and a trip of anywhere from 50 to 75 miles is taken.

### Distributor Doings

#### APPRAISE YOUR OWN

Portland, Ore., May 17.—Automobile owners having a car to trade in on a new one are invited by Wentworth & Irwin, Inc., local Nash and Ajax distributors, to come to their salesrooms and appraise their own machines. The average person considers car appraisal a mysterious affair. Not so firm this firm. The man who desires to trade a car in does the appraising with the complete assistance of the company's staff.

#### NEW DISTRIBUTOR

Cleveland, May 17.—The Taylor Machine Company, Cleveland, manufacturer of the Johnson transmission, has appointed Robert Allen, Cleveland, Ohio and Pennsylvania distributor, according to announcement here. The Johnson transmission is used in transforming Fords to gear shift drive.

#### AUTO WASH COMPANY

Canton, O., May 17.—The Superior Auto Wash and Lubricating Company has been incorporated here and officers are James T. Anderson, president and general manager, Fred Witter, secretary and treasurer; John Conklin, vice-president and assistant manager. The company is building a new 75x100 foot plant in 4th Street N. E.

#### LOCOMOBILE CO. PICNIC

Los Angeles, May 17.—Over 100 guests of the Locomobile Company of Los Angeles enjoyed a picnic recently in Topanga Canyon. Those attending the party were members of the Locomobile staff, their families and friends. Rene Marx, manager of the organization, was host, with Bob Galindo, sales manager, acting as master of ceremonies and manager of the sports contests. Former Chief of Police George Daugherty of New York was guest of honor. He acted as judge of the various contests staged.

#### GARDNER DISTRIBUTOR

Waterbury, Conn., May 17.—Another distributing center will be added to automobile row here next week when H. H. Walcott, the Gardner distributor, opens quarters at 478 West Main St. Gardner automobiles, service and parts will be handled exclusively. Mr. Walcott will have the assistance of his two brothers, Allen P. Walcott in the service department, and Howard Walcott in the sales department. Louis Sunderland will be general supervisor under Mr. Walcott.

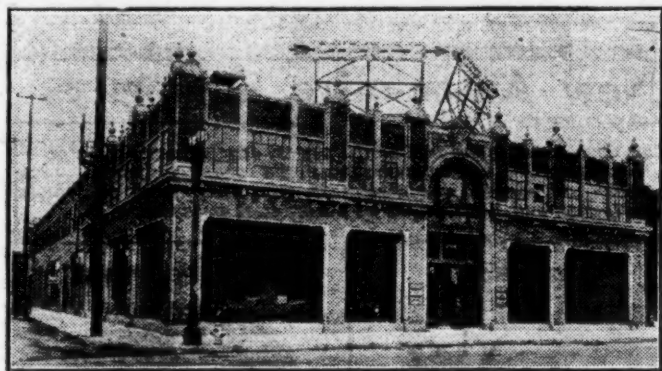
#### NEW EXECUTIVE POSTS

Oakland, Cal., May 17.—Two new executive posts have been created in the Pacific Nash Motor Company here, according to H. B. Rector, manager. Ed Zane has been selected to fill the position of assistant manager of the company, with headquarters here, and N. C. Fairman was named as assistant manager of the Oakland branch. Zane is the oldest executive in the Pacific Nash employ in point of service. Fairman was formerly sales promotion manager of the Pacific Nash Company.

#### SHEADLE IN WASHINGTON

Seattle, May 17.—Frank W. Sheadle, district manager of the Locomobile Company of America, Inc., was in Seattle the past week, calling on the Dahljeim Motor Company, Locomobile distributor. He called upon dealers in Tacoma, Spokane, Bellingham, Waukegan, Yakima and other Washington cities during the month.

NEW QUARTERS. Below is shown the new home of William E. Bush, Inc., Pierce-Arrow distributor for Los Angeles.



## SALES ORGANIZATION ENJOYS SPECIAL DINNER

Cleveland, May 17.—Edward Parker, retail sales director of the Cleveland branch of the Studebaker Corporation, was host at a dinner to the sales organization Monday night at Hotel Statler here. Mr. Parker congratulated the force for the record business done during April and predicted May would outstrip other records. Attention also was called to the record set up by George D. Keating, manager of the used car sales department, who has sold 1,400 used cars, worth \$1,000,000, since coming to Cleveland last autumn.

#### ATTEND CONVENTION

Evansville, Ind., May 17.—Henry F. Bennighof, wholesale department manager, and E. E. Nolan, retail department manager, of the Bennighof-Nolan Company, Willys-Knight and Overland distributor, are attending the Willys-Knight and Overland sales convention at the Toledo today and tomorrow. They will also represent the local house in the feature golf tournament.

## OLDS MOTOR BRANCH CONDUCTS SALES SCHOOL

Chicago, May 17.—Under the direction of C. H. Hurst, branch manager of the Olds Motor Works, here, an extensive school of salesmanship is being conducted for salesmen of the branch and dealers in the district. Monthly meetings of dealer executives are held for the purpose of studying out the best plans for thorough merchandising of this car. A corps of sales promotion men is also employed for the purpose of initiating plans and carrying out the programs outlined.

#### SALES AID INDUSTRY

Sharon, Pa., May 17.—From the number of used cars received by local automobile dealers in the past few weeks in trade-ins for new machines, the demand for automobiles is the greatest in the history of the Shenango Valley. Corresponding demands in other vicinities are bringing in small orders for materials to the steel mills, from which automobiles are manufactured, and local plants are receiving their share. These are expected to shorten the usual summer shutdown in industrial circles.

## Studebaker-Riley Organization in New Home at K. C.

Kansas City, May 17.—The Studebaker-Riley Company, local distributor of Studebaker motor cars and the Studebaker Corporation of America's factory branch, have moved into a new building especially constructed for the companies at 2608-10 Grand Ave.

The building is a four-story structure with an 85-foot frontage and 70,000 square feet of floor space. The Studebaker-Riley Company's display room, on the ground floor, is one of the finest in the city.

The building was constructed especially to care for the needs of the two companies. After the building was started changes in plans were necessary to provide a bus service department, as a large number of Studebaker buses now are operating out of Kansas City, in Kansas, Western Missouri and the northern part of Arkansas. Buses also call daily at the bus service department from such points as Chicago, St. Louis, Joplin, Tulsa and Oklahoma City.

Nelson Studebaker Riley is president of the company and Franklin Studebaker Riley is vice-president. The Riley brothers are grandsons of the late Peter E. Studebaker, one of the five brothers who founded the Studebaker Manufacturing Company, and which later became the Studebaker Corporation. They are the last members of the Studebaker family to keep a connection with the company since it entered the motor car field.

A. F. Taylor is general and sales manager of the company.

#### COOK TO DIRECT SALES

Cleveland, May 17.—Appointment of A. F. Cook as sales manager of the Heights Chevrolet Company, is announced by H. F. Eller, president.

for Economical Transportation



In a series of sales schools, held in every dealer's establishment, Chevrolet is instructing salesmen in the most effective selling methods known to the automotive industry! Bigger pay checks for the salesmen and bigger sales volume for the dealers will result.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring - \$510	Coach - \$645	1/2-Ton Truck \$395
Roadster - 510	Sedan - 735	(Chassis Only)
Coupe - 645	Landau - 765	1-Ton Truck 550
		(Chassis Only)

All Prices f. o. b. Flint, Mich.

Q U A L I T Y A T L O W C O S T



# News of the Accessories and Parts Field

## MARKET LIVENS IN MONTREAL

### Accessory Trade Begins to Show Improvement

Montreal, May 17.—The first week in May this year presented indications that the accessory market was beginning to show life. During the winter and early spring months there was the usual buying of the leaders but the market lacked life. With the so-called "opening of navigation" for cars throughout the district and from across the border, garage houses have become busy and are now coming into the market for materials that should have been stocked six weeks ago.

W. J. LeClair, manager of the accessory department of James Walker Hardware, says the company has been doing a brisk business for the past ten days in spark plugs and spotlights. LeClair also says that business seems to be moving off now the warm weather has come in better volume than the same period last year.

The P. & B. Auto Supply and Tire Company reports a noticeable increase in the volume of business in the past week with some new business among all the old customers. The same may be said for Dixon Motor Supply in the uptown district as well as the Guy Street Garage Company.

Lamontagne's Ltd., which maintain a large selling force throughout the Montreal district as well as throughout the province, seems to view the present turn for the good as a reasonable one to expect after a more or less dull and uninteresting winter and spring.

### OIL MERGER PLEASES

Oakland, Cal., May 17.—The Independent Gasoline and Oil Dealers' Association, with headquarters here, received the news of the General Petroleum Corporation and the Standard Oil Company merger with enthusiasm. According to H. L. Pratt, president of the Standard Oil Company, the merger will in no way effect the marketing policies of the General Petroleum Corporation.

### BRAZIL TRADE

Washington, May 17.—Business in the automotive lines in Brazil is reported dull, as compared with previous months, with the exception of one low-priced car, for which sales have been large, the Department of Commerce was advised today.

### EXTENDS FACILITIES

Pittsburgh, May 17.—Following a steady increase in business since its establishment, the Armstrong Company has extended its facilities by opening an additional plant at 5847 Center Ave., to be operated in conjunction with its original shop at

## New Automotive Equipment

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

SPARK-GRAPH



A new instrument called the Spark-Graph which, it is said, can be used as a refilling pencil and also as a spark plug tester, has been placed on the market by the Spark-Graph Company, 112 East 19th St., New York city.

The device, according to the makers, is about the size of the ordinary refillable lead pencil and is equipped with a spark bulb in the upper end. By placing the lead point on the top of the plug, it is claimed, the mechanic can readily tell the condition of the plugs by the resulting flash in the spark bulb.

A bright flash is said to indicate

ADAMS FOOT REST



The Adams adjustable foot rest, which, it is said, will fit all makes of cars, has been placed on the market by the Adams Manufacturing Company, Galesburg, Ill. According to the makers, this rest is adjustable to fit the comfort of either tall or short drivers and will fit all types of accelerators. The new device, it is claimed, can be attached to any car without cutting or mutilating the floor boards.

a perfect plug and circuit; an intense flash, the spark gap is too wide or a short circuit; irregular flash, irregular firing; a dim flash, partly fouled or broken plug, and no flash, a foul plug or no current. Feed wires may be tested with the instrument, it is said, by running the point along the wire, the flashes in the bulb indicating leaks.

## KIRKLAND ADDRESSES GEORGIA DEALERS

Savannah, Ga., May 17 (U. T. P. S.).—Henry Kirkland, special merchandising representative, Automotive Equipment Association, Chicago, came here for the formal opening of the Motor Supply Company's new home. Mr. Kirkland addressed an assembly of patrons and employees at a fish fry in celebration of the occasion.

Headed by W. Lee Thompson, vice-president for Georgia of the Automotive Equipment Association, the Motor Supply Co., Inc., is the only exclusive automobile accessory wholesale firm in Savannah, and represents about 1,000 of the most reputable accessory, replacement parts, and equipment manufacturers. It stocks more than 2,500 different items.

### COMMUNITY GARAGE

Troy, May 17.—Citizens of Troy have subscribed \$188,300 for the erection of a community garage in the downtown district of the city, and in this way believe they have solved a local automobile parking problem.

## Increased Activity In Cohoes Plants

Cohoes, N. Y., May 17.—Reports from plants engaged in manufacturing products for the automobile industry in the Kings Canal section show increased activity in all lines during the past two weeks while enlargement of working forces has been made in some plants. Following a brief lull in operations when flood conditions caused plants to suspend work there has been little change in schedules which include day and night shifts in the larger plants. The growth of the industry in this section has been remarkable during the past few years.

The Asbestos Spinning and Weaving Corporation is one of the plants which has expanded rapidly since starting operations here in 1921. It was stated that the business has expanded so rapidly that a foreign market has been created for the firm's products with prospects for this business doubling in size during the next year. The company has recently added the manufacture of asbestos woven wire cloth for the manufacture of brake linings and disk clutches for the automotive trade which has met with success.

### ENJOY OUTING

Independence, Ia., May 17.—The National Auto Supply Company entertained many of its customers at an outing at Goose Lake today. This is the second annual picnic held by the firm. Invitations were issued to 481 of the dealers supplied by the local firm.

### ANOTHER N. A. P. SHOP

Chicago, May 17.—The National Auto Painting Company opened a new branch this week at 4657 Chicago Ave. The new plant has a capacity for 300 cars a month. A total of three shops are now in operation, and plans have been drawn for the opening of two additional branches.

## WHEEL PRODUCTS PLANS 5,000 DAILY RIM YIELD

Canton, May 17.—Approximately 5,000 automobile tire rims will be the daily output of the Wheel Products Corporation, which will begin operations in Canton within a short time, it was announced.

This new concern will use a minimum of forty tons of steel daily. About 100 men will be employed at the start, officials said.

For the manufacture of rims \$150,000 worth of Bliss machinery will be installed in the new company's plant.

## Gasoline Market Eases in Chicago

Chicago, May 17.—Following the spurt of buying which developed a week ago, the gasoline market has eased up again. There is no real weakness in the market, however, as far as can be determined, although buying in the trade has slackened down to normal day-to-day type of orders.

Expecting a continuation of the advance of brisk buying, brokers bought gasoline from refiners for shipment by May 15. Now they are trying to find buyers for the gasoline which is in many cases moving from the refineries, and as a result some shading of prices is being resorted to.

Otherwise, the present refinery market may be considered in a period of lull, awaiting the next important development.

## HEWITT RUBBER CO. OPENS PLANT TO PUBLIC

Buffalo, N. Y., May 17.—The Hewitt Rubber Company here opened its doors to the public this week for the first time in its eighteen years of history. The public was invited to visit the establishment from 4 until 10 o'clock each day during the week, watching the various departments and the offices in operation.

The tour through the plant is considered an educational one by school authorities here, and school children have been urged by their teachers to take advantage of this opportunity to observe the manufacture of tires and other rubber products from the stage of crude rubber to the finished product.

## INDEPENDENT SERVICE STATION MEN MEET

Seattle, May 17.—Several towns in northern Idaho are asking for the Checkered Flag and delegates were present at the recent state meeting of the Independent Service Station Owners, held in Spokane. At the meeting, Walla Walla zone was admitted to the organization. Henry Dahlstrom, president of the Pacific Coast organization; I. N. Deibler, Van Arver, G. C. Neal, W. M. Price and C. E. Whitehead were delegates from Western Washington who attended the meetings.

### EISEMANN CHANGES

New York, May 17.—Edward J. Goggins, who for the past four years has acted as credit manager, has joined the sales staff of the Elsemann Magneto Corporation. Goggins will cover southeastern territory.

Stephen M. Cargill, Jr., will succeed him as credit manager. Cargill is a former credit investigator for the R. G. Dun Commercial Agency.

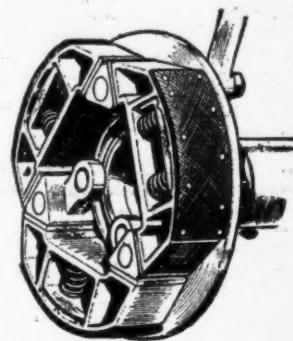
### MODINE EXPANDING

Racine, Wis., May 17.—The Modine Manufacturing Company, maker of automobile radiators, is letting contracts for a \$30,000 addition to its factory here. The building program is being started to enable the company to double its capacity following one of the most successful years in its history.

## New Three-Shoe Brake Designed by British Engineer

London, May 17.—A new three-shoe brake, in which radial motion of the shoes is obtained, has been invented by an English engineer. In working out the details of the brake, the designer has endeavored to achieve a perfect balance of the braking forces and the progressive application of braking effort, according to The Motor, a well known British automotive journal.

In order to attain these results, he has arranged the shoes in such a way that they are spaced equally around the drum and, furthermore, has given them a radial motion,



so that uniform contact over the friction surfaces is assured. So far, the design has only been made in model form, but it would appear to have considerable possibilities for development.

As will be seen from the drawing reproduced, the brake is of the internal-expanding type, and embodies three shoes set at 120 degrees to one another. The length of each friction surface is equal to one-sixth of the circumference of the drum, so that the total area of friction fabric is equal to one-half of the inner area of the drum rim.

The shoes are moved radially outwards into contact with the drum by three cams, each of which constitutes an equilateral triangle, and, in order to insure perfect contact, the arcs of the shoes are given a radius exactly equal to that of the inside of the drum. Each of the triangular cams is carried on a pivot, which, in turn, is bolted to the back plate of the brake.

Extending inward from each cam is a slotted lever, which engages with a floating ring mounted on a boss formed in one piece with the back plate, so that if the ring is partially rotated on the boss it carries the pivots with it, thus rocking the triangular cams and forcing all three brake shoes outward, each to the same extent.

The mechanism is so proportioned that a 30-degree movement of the cams gives a lift to the shoes which is equal to the thickness of the brake lining.

In order to locate the brake shoes and to withstand braking torque each shoe is located upon a saddle piece, which is cast in one with the back plate of the brake. When actuated by the cams the shoes slide outward on these saddle pieces and are returned, when the cams are released, by six strong compression springs. Consequently, when the brake is in the "off" position the shoes are securely held by the springs and rattle is prevented.

Various methods for operating the cams are possible, one of the simplest being that shown by the drawing reproduced, in which one of the cam pivots is extended through the back plate and carries a lever at its inner end which is operated by the pedal gear. Movements of this lever rock the cam to which it is attached, and this cam operates the others, simultaneously, through the medium of the rotatable ring.



The  
Innovation  
of  
1926

A  
New  
Basic  
Principle

in the construction of Low Pressure Tires.

Designed and patented by J. F. Palmer, inventor of the Cord Tire.

Write for the new Flat Tread Booklet

Hewitt Rubber Company  
Buffalo New York



## Bus Tire Contracts in St. Paul Stir Dealers

ST. PAUL, May 17.—With a prospective sale of \$750,000 worth of motorbus tires as their goal, automobile tire distributors of this city have begun the most strenuous competitive mileage demonstration campaign in their history.

A "no-mileage-quotations" agreement of more than a year's standing has fallen by the wayside as bus operators have quietly let it be known that they are in the market for the largest shipments of bus tires in the history of the Northwest.

Competition between the tire companies is heightened by knowledge that within the last year control of the motor bus companies has practically centered in three purchasing concerns—the Northland Transportation Company, subsidiary of the Great Northern Railway Company; the Twin City Motor Bus Company, subsidiary of the Twin City Rapid Transit Company, and the Jefferson Highway Transportation Company. Selling activities need be directed, therefore, toward only three customers.

The Northland Transportation Company and Twin City Motor Bus Company are expected to buy approximately \$300,000 worth of tires each this year, and the Jefferson Highway Transportation Company about \$150,000. The three companies operate several thousand miles of motor bus lines, radiating in all directions from St. Paul and extending into North Dakota, Iowa, Wisconsin and Canada.

Although the tire trade is somewhat unsettled as a result of price fluctuations, a marked improvement in passenger car tire sales has been noted by all companies during the last two weeks, and indications are that as the summer motoring swing gets under way sales will reach new high records.

Because of the advance in tire prices last year many motorists postponed their purchases, and as a result thousands are in need of complete new rubber equipment.

At the present time sales of passenger car tires are running about 20 per cent. greater than last year at the same time, according to the City Motor Supply Company, Goodyear dealership, Federal Tire dealership, Milton Rosen & Co., Diamond dealership and the United States Tire Agency, downtown dealers.

Balloon tires have passed the 50 per cent. mark, and, like closed cars, will soon make up the preponderance of sales, according to Mr. Rosen.

### MONTREAL

Montreal, May 17.—There is nothing startling here in the way of tire sales at the beginning of what should be a well advanced season, although business is moving a bit faster with the clearing away of snow from county roads. The past month was decidedly backward over the same period last year, from five to six weeks, according to L. G. Bowker, manager of the local Firestone Company.

Balloons are greatly increasing in popularity and in the course of time will be about the only tire in general use, it is believed. At present the smaller sizes are going well, especially the 4.40-21, says the manager of Firestone. The month of May has opened up well.

April was distinctly a very slow month in the general tire business in this territory, unit sales falling behind those of some period in 1925. Dealers are just starting on deliveries where last year by the first of April they were well advanced.

J. Albert of the United Tire Stores, reports business decidedly backward for the first of May, but expects a large turnover from now with sales well over last season, judging from the past few days of activity.

Dunlop Tire and Rubber officials report the situation of trade with them rather stationery at present with the rubber market steady and very little change. On the selling of tires, the season is decidedly

## MANY BUS ROUTES IN NEW ENGLAND

Boston, May 17.—There are 1,765 motor buses in the six New England states operated by 656 companies or individuals, according to figures compiled by Day Baker, general manager of the Motor Coach and Bus Association of Massachusetts.

These figures show an increase of four times as many buses and six times as many operators as were registered last year. Three years ago there were practically no lines in operation in New England.

It is estimated that all the large centers of population in New England are connected by this transportation system with a great many feeders leading from a vast number of towns and villages. It is estimated that 200,000 passengers are carried every day by these bus lines over a total of almost 90,000 miles.

Massachusetts leads the other states, both in number of buses and operators, with 1,151 and 408, respectively. Connecticut is second with 333 buses and 84 operators; Rhode Island is third, with 192 vehicles and 30 operators; Maine stands in fourth place, having 63 motor transportation machines with the same number of operators. New Hampshire is fifth, with 58 machines and 35 operators, and Vermont is tied with New Hampshire with the same number of buses and 36 operators.

The largest individual operator of buses in New England is the Boston Elevated Railway, which has 195 large vehicles, carrying passengers in connection with its electric lines in the metropolitan area. These buses act as feeders to the elevated, surface and subway lines and are rapidly being extended both in the suburbs and downtown.

The Eastern Massachusetts Street Railway Company operates fifty-seven buses, the Boston & Maine Transportation Company, subsidiary of the Boston & Maine Railroad, has thirty-eight motor transportation vehicles registered in Massachusetts and the New England Transportation Company is credited with thirty-six. Most of these buses act as feeders to the mail rail transportation lines of the company.

In Connecticut all the lines recognized by the Public Utilities Commission have clubbed together and issued a time table, which gives, in one folder, the various routes, operating schedules, mileages and fares. There is also a map and a time table much like that issued by railroads.

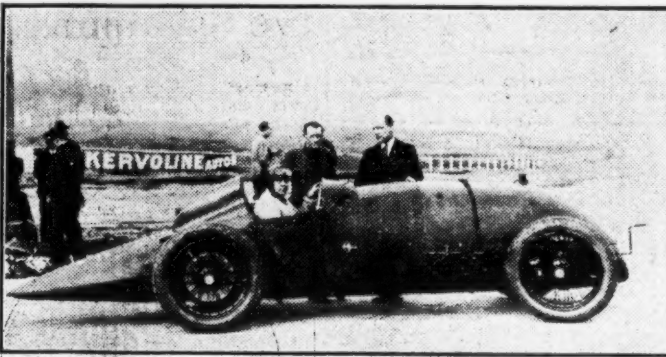
backwards this year, says P. R. Hanson, manager, but on the price of rubber the trend may be said to be very favorable to the trade in general.

### CHICAGO

Chicago, May 17.—With sales conditions backward, Chicago tire dealers have expressed their belief that business was certain to improve in the coming weeks because of the generally modified price lists and increased use of motor cars in warm weather.

Despite the recent low level of sales, business conditions for April of this year on the whole are much better than conditions in the same period of 1925, according to dealer reports.

**BENTLEY RACER.** This view shows Capt. Wolf Barnato at the wheel of the Bentley racing car which has been breaking many speed records in England.



## Tire Notes

### GENERAL WAREHOUSE

Los Angeles, May 17.—In July the General Tire and Rubber Company of Akron, O., will occupy its new two-story brick warehouse here, now being built for it in the new wholesale tire district on Bay Street. The warehouse is planned for the rapid handling of products of the tire company, and will be served by its own trackage.

### R. J. STOKES ELECTED

Trenton, N. J., May 17.—The board of directors of the Thermoid Rubber Company elected Robert J. Stokes, former secretary, president of the concern. He also holds the office of general manager. William J. B. Stokes was elected treasurer and chairman of the board of directors. Joseph O. Baur was chosen as secretary. The changes were made necessary because of the death of Joseph O. Stokes.

### REPAIR SHOP BUSY

Akron, O., May 17.—Twenty students were graduated in the April class of the Goodyear Tire and Rubber Company's repair school, which has more than thirty men now studying for expert repairmen's diplomas to be granted if they meet the requirements of graduation in May. During March the school had an enrollment of twenty-eight men, representing fourteen different states in the Union. The class that graduated in March numbered nineteen master repairmen.

### STAR DISTRIBUTOR

Boston, May 17 (U. T. P. S.).—J. R. Healy, for many years connected with the Pierce Rubber Company, Boston distributor of Kelly-Springfield tires, has been appointed New England distributor of Star tires. He has just opened a store at 82 Brookline Ave. with a full line of pneumatic tires manufactured by the Star Tire Company of Akron, O. The firm has been granted incorporation as the Star Rubber Company of New England with a capital of \$50,000. Mr. Healy is president.

## Speed Governors Make Buses Safer

Minneapolis, May 17.—Speed governors are being applied to passenger buses operated by some companies in Minnesota.

The Jefferson Highway Transportation Company, independent operator serving from Minneapolis to Mason City, Ia., has installed speed governors on its fleet of buses. These governors shut off the gasoline when the bus attains a speed of 40 miles an hour and before the gas is again supplied the bus must be brought to a speed of about 30 miles on level roads.

The Northland Transportation Company, subsidiary of the Great Northern Railroad, is installing governors on its buses.

"One of the rules of our company is that no driver must make up time," E. F. Zelle, president of the Jefferson, states. "We regard as of first importance safety to our passengers. Further than that, we do not propose to have our drivers violate the state laws."

"The speed governors perform a service which has been demonstrated as effective. The drivers are expected to run on schedule. Realizing they have governors on the buses, they are cautious not to run into these governors and retard steady travel. A governor cannot be removed without work of an hour and a half."

### BIFLEX SERVICE STATION

Detroit, May 17.—An elaborate salesroom and service station was opened last week at Detroit by the Biflex Corporation. Floyd W. Adams is manager.

## Are You Well Represented in Detroit?

A young man, with wide experience in advertising, sales, and service in the automotive industry; a man who, for over fifteen years has held executive positions with two of the largest corporations in America, organizing and directing the work of others; a member of the S. A. E. and its Detroit Section, is available as

### Detroit Representative

for a manufacturer of automotive parts, equipment, tires, or accessories. For further information address

### "Detroit Representative"

Room 5-110

General Motors Building

Detroit

Continental Motors, the largest manufacturer of Gasoline Engines in the world, qualifies in every way as the leader in its field.

**Continental Motors Corporation**

Offices: Detroit, Mich., U. S. A.

Factories: Detroit and Muskegon

The Largest Exclusive Motor Manufacturer in the World



# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 4500.  
Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau. General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 163 North Michigan Ave., phone Central 5336, Chicago, Ill. Melz R. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal.; 1937 Henry Building, Seattle, Wash. E. T. Burke, 125 Pearl St., Buffalo, N. Y.  
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## Dangerous Stickers

IN a recent bulletin of the accident prevention department of the Chicago Motor Club, attention is called to a practice that, seemingly harmless, has potentialities for evil. This is the custom indulged in by many tourists of using stickers on windshields and rear windows.

"Chambers of commerce and trade associations, especially in the West, induce tourists to plaster stickers all over their windshields, with the result that visibility is decreased and the driver is likely to cause accidents. The collecting of stickers from various sources has become a fad and should be discouraged. Organizations using this form of advertising should discontinue it for the sake of safety."

In some states laws have been passed forbidding the use of stickers of any kind on rear windows, because of the danger of obscuring the driver's vision of traffic in the rear. There is no doubt that the apparently innocuous sticker carries a danger, and it will be helpful if automotive merchants discourage its use.

## What's in a Name?

A RECENT issue of Autobody, a publication devoted to the interests of body manufacturers, had the following to say regarding the looseness of nomenclature in the automotive industry:—

"Some years ago when sales-promotion departments of the car builders began to utilize the terms 'coach' and 'brougham' they were usually applied to an enlarged coupe, having two doors, a full cross seat in the rear and bucket seats in front. Initially the designation 'coach' was applied to a low-priced utility job, and then the word 'brougham' found its way into the patter of the sales departments, and for the last few years these two words have meant little or nothing, because they were used to signify many different types of bodies. Today the word 'coach', as applied to private car bodies, has little more than the general significance of indicating a closed body. One company's coach is another builder's brougham and probably another company's two-door sedan, or it may signify simply a closed vehicle."

While confusion in nomenclature is scarcely a major evil, it would be a helpful development if motor car builders generally would get together and devise a standard nomenclature, which would enable the general public to visualize a definite type of body model when it bears a certain name applied to a given model. The Society of Automotive Engineers some years ago attempted to do exactly this. If offered a system of standard nomenclature to be applied to the various types of body models. Unfortunately, the S. A. E. suggestions contained certain recommendations that were not particularly logical, and the system never achieved general acceptance. Perhaps the National Automobile Chamber of Commerce may some day feel the urge to act in this matter.

Thomas J. Little, Jr., president of the Society of Automotive Engineers, recently remarked: "I believe that steam cooling is fundamentally right and that we shall come to it eventually." At the moment of shivering to press, with the idea of May just a half step behind, we are firmly convinced that steam heating is far more important, but unhappily the janitor does not agree with us.

The chief constable of Carmarthenshire in Britain proposes a law to punish walkers. He says: "As far as adults are concerned, if responsibility were made penal for negligent walking, as is the case in respect of negligent driving, the correlative saving of human life that might be expected to accrue would supply the justification." That's worth thinking over.

## RECOGNIZE NEED OF FEDERAL CONTROL

### Transport Men, However, Favor Forming State Commissions

Minneapolis, May 17.—Truck and bus operators of the nation engaged in interstate commerce recognize that Federal regulation sooner or later is inevitable, according to a statement issued by officials of the Northland Transportation Company, subsidiary of the Great Northern Railway.

"But the Federal government, in regulating the interstate motor carriers, should leave that regulation, so far as the constitution will permit, to the commissions of the interested states," this statement declares.

"About 75 per cent. of the railway business is interstate, and therefore the regulatory power of the railways is properly vested in the Federal government. The truck and bus business, by its nature, always will remain largely a local problem. Perhaps as much as 90 per cent. of the truck and bus transportation of the country always will be intrastate. Those vehicles travel highways which were built by the state and are policed and maintained by the state. It is, therefore, most proper that the power to regulate be delegated to the several states as far as practicable.

"The Congress has now under consideration a bill regulating interstate motor vehicle transportation.

"The necessity of Federal regulation in the large states of the Union is not acute for the reason that nearly all of such carriers are engaged in intrastate transportation and are subject to the regulation of the state. However, where these transportation companies are operating in the smaller states, and it is possible to cross state lines in a normal day's operation, the necessity of Federal regulation is apparent.

"The public cannot be adequately protected unless the Federal government enacts legislation that will require the operating company to furnish security for damage to persons or property, and unless the service and rates of such operators are fixed and determined through public authority.

"The rapid development of the common carrier motor vehicles, especially as embodied in the bus, has resulted in the enactment of regulatory measures by thirty-seven states of the Union. Similar measures are under consideration by legislative bodies of other states.

"The important and main provisions of these regulatory acts grant to the state the power to determine whether or not common carrier motor vehicles should be permitted to operate. If the state regulatory body is of the opinion that the public interests demand the operation of such motor vehicle service, it issues a certificate therefore which is commonly called a 'certificate of public convenience and necessity.'

"No operation of common carrier motor vehicles can be carried on in these states without obtaining such a certificate. These laws: "Require an adequate bond to protect the traveling public; "Require state control of rates charged.

"Require state control of schedules of operation.

"Prohibit discrimination between individuals and communities.

"Require safety of operation with reference to the type of vehicle, and in other details affecting the safety of the traveling public.

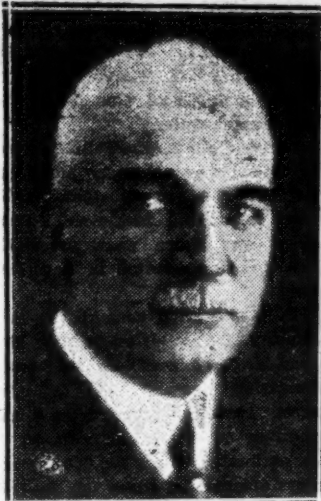
"These acts grant to the state regulatory boards the same control in general which these boards exercise over railway carriers. The regulatory board is required to give consideration to the effect the proposed service may have upon other carriers, whether these carriers be railways or other motor vehicle carriers.

"These regulatory acts are wholesome and were necessary.

## MIRRORS OF MOTORDOM

C. S. MOTT, a vice-president of General Motors, reached the peak in the automotive industry through his great knowledge of the automobile parts business. After having taken an active part in the development of the automotive field up to 1912, Mr. Mott retired. But he didn't stay retired and 1921 found him back in the harness as a vice-president of General Motors, where he is playing an important part in the affairs of that corporation.

THERE are a variety of trails for reaching the peaks of motordom, among which is being in the parts business. This was the basis for the rise of the Dodge Brothers, and it has been the



C. S. MOTT

path of C. S. Mott, vice-president of General Motors.

In 1886 the Weston & Mott Com-

pany was organized at Jamesville, N. Y., to make bicycle wheels and hubs. In 1900 the plant was moved to Utica, N. Y., and C. S. Mott joined the firm. From here on the story almost writes itself. Bicycles, horseless carriages, the automobile, leading executive. But of course things are not as simple as they appear on the surface, and it was the men who made good in the bicycle business, and had a vision of the future, who moved up the line.

The Weston-Mott interests were live to the fact that the automobile was a coming industry of large proportions, and as early as 1906 established a plant at Flint, Mich., to be in on the rise. Shortly after that the General Motors Corporation bought a large share in the stock of the concern, and by 1912 had a controlling interest. Mr. Mott then retired from active business.

It is significant, however, of the creative mind in business that it does not readily accept retirement. The dream of many men to make enough money so that they will have time enough to do nothing usually turns out not to be particularly interesting, because the thrill of creative accomplishment is one of the greatest satisfactions which life has to offer. Accordingly, 1921 witnessed Mr. Mott in business again, in the capacity of one of the leading executives of General Motors.

## OIL BOARD TO HEAR HUGHES ON MAY 27

Washington, May 17.—Former Secretary of State Hughes, counsel for the American Petroleum Institute, will appear before the President's oil conservation board on May 27, to present such data relating to national petroleum problems as may be desired.

Final draft of the preliminary report probably will be ready for consideration by the full board not later than June 1, Secretary of the Interior Work declared today.

After this date, the board's attention will be directed to the formulation of reports of foreign oil conditions as affecting American production, consumption, imports, exports and the development of possible substitutes and American shale deposits leading up to the board's final report.

## Coming Automotive Events

### MAY

- 10-20—Geneva, Switzerland, Third Annual Automobile and Motorcycle Exposition.
- 21—Chicago, Ill., Automotive Manufacturers' Association meeting.
- 21-23—Los Angeles, Cal., Tenth annual Los Angeles-Curry Camp economy run.
- 25—Buenos Aires, Argentina, Argentine Rural Society, International Exhibition of Roads, Transport and Touring; Show Grounds, Palermo.
- 19-26—Syracuse, N. Y., Motor Truck Industries, Inc., convention.
- 23—Lima, Peru, First Peruvian Automobile Show.
- 31—Indianapolis, Ind., 500-Mile race.
- 31—Pittsburgh, Pa., American Automobile Association race, Monongahela track.

### JUNE

- 1-4—Wrentham Wick Springs, Ind., Semi-annual national meeting of the National Society of Automotive Engineers.
- 12—Altoona, Pa., American Automobile Association race.
- 7-12—Santa Monica, Cal., United States Good Roads Association, fourteenth annual convention.
- 7-12—Santa Monica, Cal., Bankhead National Highway Association, tenth annual convention.
- 7-12—Santa Monica, Cal., United States Good Roads Show.
- 8-10—Detroit, Mich., American Body Builders' Association, convention, Hotel Statler.
- 9-16—Atlantic City, N. J., American Railway Association, bus show and convention.
- 12-13—Le Mans, France, Rudge-Whitworth twenty-four-hour stock car race.
- 16-18—Philadelphia, Pa., Society of Industrial Engineers, thirteenth national convention, Bellevue-Stratford.
- 14-19—Montreal, Canada, Automotive Equipment Association meeting, Mount Royal Hotel.
- 20-25—Spokane, Wash., Washington Automotive Trades Association, annual convention.
- 25—Chicago, Ill., Automotive Manufacturers' Association meeting.
- 26—Laurel, Md., American Automobile Association race.
- 27—Marseilles, France, French Grand Prix race, Miramas track.

### JULY

- 5—Salem, N. H., American Automobile Association, race.
- 17—Atlantic City, N. J., American Automobile Association, race.
- 12-19—Fargo, N. Dakota, Automobile Show.

### AUGUST

- 3-6—Denver, Col., Denver Post, outdoor automobile show.
- Milan, Italy, Fifth International Road Congress.
- Frague, Czechoslovakia, Automobile Show.
- 6—Altoona, Pa., American Automobile Association, race.
- 23—Salem, N. H., American Automobile Association, race.

### OCTOBER

- 7-17—Paris, France, Automobile Salon at Grand Palais.
- 21-30—Olympia, London, Automobile Show.



## CHRYSLER SELECTED AS PACEMAKER FOR RACE

Special from A. D. N. Detroit Bureau  
 Detroit, May 17.—A Chrysler Imperial "80" roadster has been selected as pacemaker for the thirty-odd entrants in the fourteenth annual speedway race at Indianapolis, May 31. Chrysler officials point out that the selection of their car only two years after its entrance into the market is a signal honor, since the selection of the pace-making car is one that is based on merit and performance.

## Personal Items

### McBIRNIE IN NEW POST

Seattle, May 17.—D. S. McBirnie, until recently associated with the Washburn-Haines Company, has just joined the staff of the Dunn Motors Company as used car manager. Mr. McBirnie is secretary and treasurer and one of the organizers of the Seattle Used Car Managers' Association.

### ECKLER ON FISHING TRIP

Evansville, Ind., May 17.—R. E. Eckler, president of the Eckler Motor Company, west side Ford dealer, has just returned home from a three-day fishing trip to Reel Foot Lake, Tenn.

### MARGRAF MADE MANAGER

Chicago, May 17.—M. J. Margraf, formerly connected with the Ray F. Mudd Ford Company, has just been made used car manager of the E. F. Pollard Ford Company at 3918 West Fullerton Ave.

### RICKENBACKER SHOW

Detroit, May 17.—The Detroit Rickenbacker Company opened a novelty in the shape of a spring fashion show and attracted an interested crowd the first of the week. Artistic color schemes in the cars themselves, enhanced by striking gowns on French models, proved very fetching to the crowd that thronged the Woodward Avenue showrooms. Invitation to the show was largely by telegram, and this means was successful in bringing people in. The cars were on view for the entire week.

## IMPROVEMENTS

### TIRE CONCERN MOVES

San Antonio, Tex., May 17.—The Consumers' Tire Service Company of this city, V. B. & V. J. Ecklekamp, owners, has just moved into its new tire and service station at North Flores and Lakeview.

### ERECTING LARGE BUILDING

Toledo, O., May 17.—A. S. Hickok, president of the Hickok Producing Company, manufacturers of Hi-Speed gasoline, is erecting a large building in West Toledo for the Riley-Nash Company, Nash dealer. The site will also carry a gasoline station.

### TO BUILD 3 SALESROOMS

Chicago, May 17.—Kohout Brothers have just purchased 225 by 112 feet at the southwest corner of West 22d Street and 53d Avenue, and will erect three seventy-five-foot automobile salesrooms on the property.

### DEALER BUYS SITE

Rockford, Ill., May 17.—James H. Nolan, proprietor of Nolan's Garage and local Peerless dealer, has purchased the property opposite his present location at 705 West State St. Plans are being made to erect a garage and salesroom on the new site.

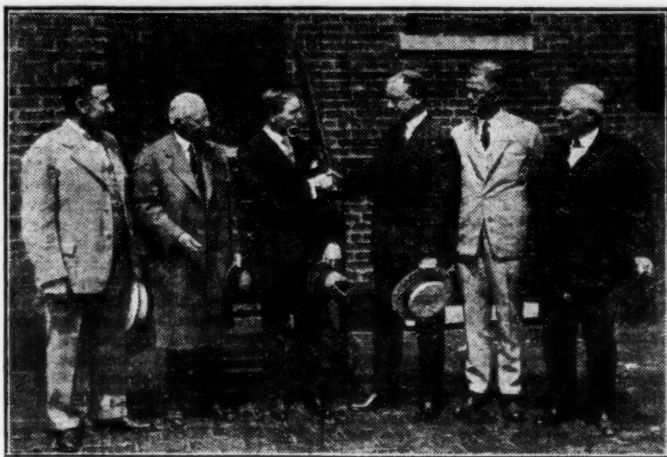
### NEW BARROW BROS. HOME

Chicago, May 17.—The Barrow Brothers Motor Company, Nash and Ajax dealer, has just completed a new display room and service station building at 316 Madison Ave., Oak Park. The old address was 222 Madison St.

### BUICK DEALER TO BUILD

Williamsport, Pa., May 17.—A modern three-story fireproof garage will be erected by the Williamsport Buick Company at 405-411 West 3d St. The new

## Shirley Heads Road Builders' Ass'n



Underwood & Underwood.

New York, May 17.—H. G. Shirley, chairman of the Virginia State Highway Commission, of Richmond, was elected president of the American Road Builders' Association at its meeting held in New York, Friday. He succeeds W. H. Connell, retiring president and engineering executive, of Pennsylvania.

The proposed highway from northern Canada to South America was one of the principal matters discussed at the meeting.

The above photograph shows the new president, Mr. Shirley, being congratulated after his election by other experts at the conference. They are (l. to r.): Charles M. Upham, state highway engineer of North Carolina; James H. McDonald of Connecticut, treasurer of the American Road Builders Association; President Shirley, Retiring President Connell; S. F. Beatty of the State Highway Commission of Illinois; and J. H. Cranford, paving expert of Washington, D. C.

## Dealer Activities

### LEWIS BROS. NOW STUTZ CAR DEALERSHIP IN CHICAGO

Chicago, May 17.—The Lewis Brothers Motor Car Company, 3922 Irving Park Boulevard, has just taken the dealership for the Stutz, and is handling it exclusively at its two showrooms—the Irving Park Boulevard address and at 3944 Lincoln Ave. G. C. and H. Lewis of this firm have just returned from an Eastern trip. J. B. Wohl is manager of both the sales stores.

### USED FORD SALESROOM OPENED IN CHICAGO

Chicago, May 17.—The American Foreclosed Auto Salesroom has just been opened at 6047-49 South Halsted St. and will specialize in used Fords.

### JORDAN DEALER NAMED FOR ROCK COUNTY (WIS.)

Beloit, Wis., May 17.—Announcement has just been made of the appointment of Mork's Garage, 132 Blackhawk Boulevard, as Rock county dealer for Jordan cars.

### RICHARDSON OPENS OWN FIRM AT CHILLICOTHE, O.

Cleveland, May 17.—R. R. Richardson, formerly assistant manager of the Barnes Motor Company, Dodge distributor here, and lately manager of the company's west side branch, has organized the Richardson Motor Car Company and will take over the Dodge and Graham line at Chillicothe, O. Richardson has been associated with W. Pitt Barnes, head of the Barnes company, for the last seven years, and has had thirteen years' experience in automobile sales in Cleveland.

### FORD DEALERSHIP FINDS OWN FINANCING SUCCESS

Glendale, Cal., May 17.—The policy of Anderson & Tupper, Ford dealer on North Verdugo Road, of handling the paper on the cars they sell instead of turning it over to a finance company, is meeting with entire success, according to members of that firm, and they intend to keep this system in effect.

### USED CAR DEALERSHIP GOES OUT OF BUSINESS

Rockford, Ill., May 17.—The Midway Motor Sales, used car exchange, located at 215 South Church St., has disposed of its stock, and gone out of business. Frank S. Munday was the owner.

### NAMED CADILLAC DEALER IN LOS ANGELES

Los Angeles, May 17.—The Western Motors Company has just been appointed metropolitan Cadillac dealer, according to an announcement of J. E. Brown, southern California manager for Don Lee, Cadillac distributor for California. The new Cadillac dealer was formerly distributor for another car, and will continue in business at the same location, 11th and Flower Streets. Sidney A. Briggs is manager of the dealer firm, and S. A. Hudson has charge of the shop.

## Incorporations

### WISCONSIN

Madison, May 17.—New Wisconsin automotive corporations, with articles of incorporation filed in the secretary of state's office, are the following:—

The Auto Glass Company, Milwaukee, \$10,000; August C. Mueller, Lyman N. Sheaffer, Alma Stadler.  
 Big Spring Oil and Gas Company, Milwaukee, \$25,000; F. J. Obertin, John J. Taunfer and Jacob Best.  
 Standard Equipment Company, Hales Corners, \$15,000; Louis Lewandowski, Ignatius W. Ciesinski and Edward Tessler.  
 Third Street Used Car Exchange, Milwaukee, \$5,000; Sam Slatky, Samuel Roebin and Al Rabinovitz.  
 Sheridan Road Garage Company, Kenosha, \$50,000; Sydney E. Jones, Harold C. Johnson and Owen G. Duncan.  
 Thiel Brothers Tire Company, 2123 1/2 Vliet St., Milwaukee, \$10,000; Otto B. Thiel, Ray W. Thiel and H. G. Steiberg; to engage in general automobile sales, repairs and tire and accessories business.  
 The R. & J. Motor Supply Company, 1915 Farnam St., Omaha, Neb., \$50,000; proportion to be used in Wisconsin, \$5,000; Wisconsin representative, K. Hanks, 239 3d St., Milwaukee; to deal in automobile accessories and supplies; L. Jacobson, president, and C. R. Ragnitt, secretary and

### WASHINGTON

Olympic, May 17.—New Washington incorporations include the following:—  
 G. & G. Radio and Electric Shop, Olympia, \$20,000; Allan D. Ganston and J. Newton Grim.  
 The Jewett Agency, Inc., Port Angeles, \$5,000; William Polzin and A. Severens.  
 Brown Motor Company, Dayton, \$20,000; S. M. Brown and Louise E. Brown.  
 Super Oil Burners, Inc., Seattle, \$50,000; P. L. Larsson, C. V. Hull and James E. Bradford.  
 Charles E. Haynes, Inc., Seattle, \$2,000; Clarence W. Clark, Harold W. Rowland and Charles B. Haynes; wholesale automobile jobbing.

### NEW JERSEY

Trenton, May 17.—New automotive concerns incorporated here are:—  
 Central Auto Supply Company, Perth Amboy, \$100,000; deal in auto supplies; Morris G. Warner, Joan Scully and Florence V. Moore.  
 U-Drive-It Company, Trenton, \$10,000; operate automobiles and garages; M. Metz Cohen, president.

Premier Oil and Gasoline Supply Company, Camden, \$100,000; gasoline, oils; F. R. Hansell, I. C. Clow and John A. March.  
 Tauck Motor Tours, Inc., Orange, \$100,000; motor tours; Arthur C. Tauchnitz, Theresa L. Tauchnitz and Patricia Farrell.  
 Charles Flexon Garage Company, Gloucester, 1,250 shares no par value; conduct garage; Charles Flexon, Marietta Rau Flexon and Franklin Hawkey.

Kregers' Garage, Inc., Passaic, \$25,000; conduct garage; Maurice C. Kregers, Jules A. Kregers and Milton Kregers.  
 Railway-Westfield Bus Company, Rahway, \$25,000; buses; Jennie Graham and Bertha F. Welschaupt.  
 P. Span & Son, Newark, \$25,000; auto accessories; Paysack G. Span, William Span and Albert Span.  
 F. A. Schulz Rubber Manufacturing Company, Lodi, \$150,000; manufacture rubber; Fred A. Schulz, John Jackson, Ernest Massey.

Suburban Motor Sales Corporation, East Orange, \$10,000; motor cars; Charles L. Gulick, Fred P. Parker, James C. Paul.  
 Quad City Transportation Company, Elizabethport, \$25,000; buses; James Burman, George Palmer, James Kearney, Jr.  
 Consolidated Conditioning Company, Newark, 1,000 shares, no par value; motor vehicles; Michael N. Chanalias, David S. Bingham, Patrick J. Malone.

E. C. Hosmer, Inc., Newark, automobiles, 2,000 shares, no par value; Lillian T. Cummings, Fred J. Fox, Howard McIntyre.  
 Safety Bus Corporation, Camden, buses; F. R. Hansell, I. C. Clow, John A. March.

McBery Maintenance, Irvington, \$50,000; automobiles; Donald McGraw, Clara L. Rowe, Robert E. Roseberry, Sadie H. Roseberry.

Absorbol Products Company, Elizabeth, oils and lubricants; 1,000 shares, no par value; Gertrude L. Wilday, A. J. Bende, Helen A. Dunn.  
 Public Service Automobile Owners' Association, Inc., Newark, 10,000 shares, no par; Julia E. Houser, Robert J. Scher, Harry W. Sherman.

### MASSACHUSETTS

Boston, May 17.—The following automotive concerns have just been incorporated here:—

Yellow Drivervelf Company of Worcester, Worcester, \$25,000; renting of automobiles for personal use; Henry C. Wright, Fred L. Jones and Minnie L. Wright, all of Worcester.

Brake Synchronometer Company, Boston, \$25,000; devices for testing automobile brakes; Roy A. Fale, Brookline; Charles P. Smith, Boston, and William A. Kneeland, Winchester.

Crandon Bros., Inc., New Bedford, \$100,000; electrical business; Phillip H. Crandon, Jr., North Dartmouth; Frank P. Crandon, Miami, Fla.; George E. Tripp and James E. Murphy, New Bedford, and Frank L. Borden, Acushnet.

Cosmopolitan Mortgage and Finance Corporation, Boston, principal office outside the state, New London, Conn., \$25,000; general mortgage and finance business; Kittle M. Penhallow, New London; George T. Haskell, Worcester, and Arthur Sandberg, Dorchester.

Arctic Nu-Air Corporation of New England, Boston, \$50,000; fans, ventilators and kindred appliances; Henry G. Segal, David L. Shoofman and Joseph Shoofman, Boston, and May C. Berman, Boston.  
 Multi-Bore Grinding Machine Company, Fitchburg, \$100,000; grinding machines, engines and other machinery; Robert D. G. Leominster; Albert H. Moore, Fitchburg, and Clarence K. Morrill, Somerville.  
 Valvan Oil Corporation, Boston, \$100,000; oil and oil burners; William J. Roberts and Mildred R. Webster, Boston, and Charles E. Taylor, Somerville.

## Obituary Notes

### WILLIAM CLIFTON CUTLER

Glendale, Cal., May 17.—William Clifton Cutler, widely known inventor, died here recently. He was the inventor of almost 500 mechanical devices, among them being many automotive inventions.

**ALWAYS**  
**SIMONIZ**  
**A NEW CAR.**

IT'S REALLY THE ONLY  
 WAY TO KEEP EVERY  
 CAR LOOKING NEW  
 AND BEAUTIFUL

for  
**DUCO**  
 an  
 everything

## Fire Losses

### \$100,000 MOTOR COMPANY FIRE

Wausau, Wis., May 17.—The Marathon Motor Car Company storage and assembly building was destroyed by fire last Wednesday with a loss of forty-seven new Fords, twenty used cars, and nine Fordson tractors, a loss estimated at more than \$100,000. The fire originated in the building of the Hammer Blow Tool Company, which itself suffered a loss estimated at \$150,000 when its building was destroyed.

### \$15,000 GARAGE BLAZE

New Glarus, Wis., May 17.—The garage of the Streiff & Dumholdt Company, was destroyed by fire Tuesday with a loss of \$15,000.

### GARAGE DESTROYED

Gander, Ia., May 17.—Fire, starting in the Arthur Nybert Garage here, destroyed that building with half a dozen cars and shop equipment, and spread to adjacent buildings.

**HYATT**  
**QUIET ROLLER BEARINGS**

*Hyatt Bearings often outlast the car*



# Financial News of the Automotive Industry

## TRADE IN RUBBER AGAIN PENALIZED

### Murphy & Co. Analyze Effect of Change On Output

New York, May 17.—G. M.-P. Murphy & Co. to day made public details of the new British (rubber restrictions recently announced by the British Colonial Office, and an analysis of the probable effect of these restrictions upon world rubber conditions and particularly its effect in this country.

The analysis, which will appear in full in this firm's fortnightly review of business and financial conditions, follows in part:—

"The recent announcement by the British Colonial Office on the subject of rubber exports from British controlled areas indicates an intention to establish a price of 21d. a pound in place of 18d., which had previously been regarded as the objective of the Stevenson plan. The export allowance for the present quarter is to continue at 100 per cent. of standard production, but it is to be reduced to 80 per cent. for the quarter beginning August 1 if the average price for this quarter falls below 21d. (42c.)

That production of crude rubber would be less than normal consumption and a shortage would be felt by 1927 or 1930 has long been feared. While varying as to amount, estimates have generally agreed that production would exceed consumption in 1926 and 1927, thus permitting some replenishment of present low world stocks before the time of shortage in production.

A 20 per cent. reduction in the output of British controlled rubber would, however, practically eliminate the surplus production during the period in which such a restriction remains in force. As rubber not taken from the tree in any period is not subsequently recoverable, rubber consumers are therefore faced with the alternative of buying the surplus production at 42 cents a pound, or exposing themselves to the risk that the predicted shortage might be felt sooner and be of longer duration than might otherwise be the case.

No definite statement has been made as yet concerning restriction regulations subsequent to the quarter commencing August 1. If the policy is followed of attempting to eliminate excess production whenever the price of rubber falls below 42 cents, it certainly seems unlikely that the price can long remain below that figure. Americans, by far the greatest consumers of rubber, will be the principal sufferers from any artificial restriction, while plantations in Dutch territory, producers of guayule, Brazilian and other wild rubbers, and reclaimers of rubber should derive the greatest profit.

## OHIO AUTOMOBILE CLUB TO SEEK LICENSE LAW

Columbus, O., May 17 (U. T. P. S.)—A concerted, state-wide effort on the part of the Ohio State Automobile Association, with which are affiliated about 90 automobile clubs in Ohio to have a drivers' license law enacted will be discussed at the coming annual convention of the association to be held in Columbus May 21 and 22.

The bill which will be presented to the Ohio Legislature will be about the same as was presented at the last session which was defeated. The law will affect more than 2,000,000 persons who drive cars in Ohio and if passed by the Legislature would require every one to obtain a driver's license before July 1, 1927.

## General Motors Pays \$14 Per Share Dividend

(Continued from Page 1)

ferred payments extending over a period of eight years to 1931.

Substantially all dividends paid on General Motors common are credited against these deferred payments. The success of General Motors under these managers has spelled large earnings, with resultant large dividends, and the large dividends in turn will result in a much more rapid liquidation of the deferred payments than originally contemplated. Total dividends received by Managers' Securities Company to date, including dividends just declared, aggregate \$14,360,000.

At the time of the formation of the Managers Securities Company, General Motors Corporation agreed that it should receive 5 per cent. of the net earnings of the corporation after allowing 7 per cent on capital employed. Payments under this contract to date aggregate about \$7,650,000. This amount, plus the \$14,360,000 in dividends gives total income to Managers Securities of \$22,010,000. After paying Federal taxes and interest on deferred payments, there will have been applied on account of the \$28,800,000 of deferred payments \$15,850,000, thus reducing the balance in the deferred payment account to \$12,950,000.

Beyond this the managers of General Motors have profited handsomely in the enhanced market value of the stock pur-

chased. At the current market price of around \$125 for General Motors common, their holdings have a market value of more than \$70,000,000. The difference between present market of \$125 and the purchase price of \$60 is \$65 a share, equal to an enhanced market value during the last three years of more than \$36,000,000.

Credit for making possible the inception of the Managers Securities Company plan is in large part due to the du Pont company. This company, which is by far the largest stockholder in General Motors Corporation, in line with the broad vision that characterizes the general management of its affairs, appreciated that the best way to secure results was to interest with them as partners those men who are charged with responsibility of operating General Motors Corporation.

So the company offered the managers opportunity to purchase the General Motors common at the then market price of about \$60 for a total of about \$33,750,000, of which the managers paid about \$5,000,000 in cash.

The best testimony of the wisdom of the action of the du Pont company and the stockholders of General Motors in taking the managers into partnership with them is evidenced by the balance sheets and earnings statements of the corporation.

## RANGE OF AUTOMOTIVE STOCKS

Previous, 1926				NEW YORK STOCK EXCHANGE			
High	Low	Div.		Sales	High	Low	Close
18 1/2	18	10	Advance Rumely	500	10 1/2	10	10
63 1/2	48 1/2	2	Advance Rumely pf.	500	49 1/2	48 1/2	48 1/2
16	7 1/2	7	Ajax Rubber	24,600	9 1/2	7 1/2	8 1/2
94 1/2	78 1/2	6	Allis-Chalmers	1,100	80 1/2	80	80
105	105	7	Allis-Chalmers pf.	200	108 1/2	108 1/2	108 1/2
34 1/2	16 1/2	4	Am. Bosch Magneto	8,200	18 1/2	16 1/2	16 1/2
25	23 1/2	1	Am. Chas. Class A	500	24 1/2	24 1/2	24 1/2
18 1/2	12 1/2	1	Am. La France	900	13 1/2	12 1/2	12 1/2
37 1/2	25	3	Briggs Mfg. Co.	8,100	27 1/2	25	25 1/2
26	12 1/2	4	Chandler-Clegg Motor	4,400	14 1/2	12 1/2	13 1/2
45 1/2	28 1/2	4	Chandler-Clegg M. pf.	4,400	31 1/2	28 1/2	29 1/2
120	94 1/2	5	Chicago Pneumatic Tool	1,300	113 1/2	113 1/2	113 1/2
54 1/2	28 1/2	2	Chrysler Corp.	67,100	31 1/2	29 1/2	30
109	93	8	Chrysler Corp. pf.	1,200	99 1/2	99	99
13	10	8	Continental Motors	11,300	10 1/2	10	10
47 1/2	22 1/2	4	Dodge Bros. A.	124,000	27 1/2	22 1/2	22 1/2
88 1/2	80	7	Dodge Bros. pf.	7,800	81 1/2	80	80
32 1/2	24 1/2	2	Eaton Axle & Spring	3,400	25 1/2	25 1/2	25 1/2
82 1/2	61 1/2	6.50	Electric Auto-Lite	4,600	68 1/2	62 1/2	62 1/2
79 1/2	71 1/2	1	Electric Stor. Battery	1,700	75 1/2	75 1/2	75 1/2
24 1/2	9 1/2	1	Emerson-Brant	200	1 1/2	1 1/2	1 1/2
105 1/2	78 1/2	6	Emerson-Brant pf.	100	10	10	10
26 1/2	14 1/2	1	Fisher Body	22,400	84 1/2	78 1/2	79
84 1/2	70 1/2	7	Fisk Rubber	12,900	16	15 1/2	15 1/2
9 1/2	6 1/2	2.75	Fisk Rubber 1st pf.	2,400	33 1/2	32	33 1/2
135 1/2	113 1/2	16	Gardner Motor	1,200	7	6 1/2	7
115 1/2	113 1/2	7	General Motors	465,100	129	124 1/2	125 1/2
25 1/2	18	2	General Motors pf.	2,200	115 1/2	114 1/2	115 1/2
70 1/2	46 1/2	4	Glidden Co.	1,900	19 1/2	18 1/2	18 1/2
100 1/2	86 1/2	2	Goodrich Co.	19,500	90 1/2	86 1/2	86 1/2
109 1/2	98 1/2	8	Goodrich Co. pf.	1,000	99 1/2	98 1/2	98 1/2
108	105 1/2	8	Goodyear T. & R. pf.	500	107 1/2	107 1/2	107 1/2
46	31 1/2	3.25	Hayes Wheel	3,200	33 1/2	31 1/2	32 1/2
123 1/2	66 1/2	3	Hudson Motor Car	443,800	66 1/2	66 1/2	66 1/2
28 1/2	17	1	Hupp Motor Car	17,500	20 1/2	19 1/2	19 1/2
24 1/2	14	1	Indian Motorcycle	700	19 1/2	19 1/2	19 1/2
60	26 1/2	3	Jordan Motor Car	38,700	31 1/2	26 1/2	26 1/2
2 1/2	1 1/2	1	Kelly-Springfield	1,300	14 1/2	12 1/2	12 1/2
74 1/2	65	8	Kelly-Springfield 88 pf.	200	65	65	65
126 1/2	86	6	Kelsey Wheel	5,800	96	88	88
2 1/2	1 1/2	1	Keystone T. & R.	2,000	9 1/2	9 1/2	9 1/2
14	8 1/2	1	Lee Rubber & Tire	79,700	113 1/2	107 1/2	107 1/2
159	103 1/2	6	Mack Trucks	100	112 1/2	112 1/2	112 1/2
112	109 1/2	7	Mack Trucks 1st pf.	100	105 1/2	105 1/2	105 1/2
107	104	7	Mack Trucks 2d pf.	100	105 1/2	105 1/2	105 1/2
104	102	7	Mack Trucks 2d pf paid	100	104	104	104
32	27	2	Marlin Rockwell	700	28 1/2	28 1/2	28 1/2
21 1/2	18	2	Martin Parry	300	18 1/2	18 1/2	18 1/2
44 1/2	33	3	Miller Rubber	1,300	34 1/2	33 1/2	33 1/2
37 1/2	21 1/2	3	Moon Motors	15,000	24 1/2	21 1/2	21 1/2
53 1/2	36	3.60	Motor Meter A.	4,400	38 1/2	37 1/2	37 1/2
33 1/2	24	2	Motor Wheel Corp.	2,900	25 1/2	24 1/2	24 1/2
19 1/2	14	1	Mullins Body	300	14 1/2	14 1/2	14 1/2
15 1/2	3	1	Nash Motors	27,500	65 1/2	62 1/2	63 1/2
66	52	1.60	Norwalk T. & R.	1,100	9 1/2	8 1/2	8 1/2
89	79	7	Norwalk T. & R. pf.	500	80	79	80
22 1/2	14 1/2	1	Omnibus Corp.	14,800	17 1/2	14 1/2	16 1/2
43 1/2	31 1/2	2	Packard Motor Car	8,500	34 1/2	33 1/2	33 1/2
28 1/2	13 1/2	1.80	Paige-Detroit Motor	19,800	16	15 1/2	15 1/2
43 1/2	19	1	Pierce-Arrow	2,600	24 1/2	19 1/2	19 1/2
108 1/2	76 1/2	6	Pierce-Arrow pf.	7,600	88 1/2	82 1/2	82 1/2
31 1/2	18 1/2	1	Reynolds Spring	4,900	6 1/2	6 1/2	6 1/2
92 1/2	68 1/2	6	Spicer Mfg. Co.	2,500	21 1/2	19 1/2	20
77 1/2	64	6	Stewart-Warner Speed	28,600	72 1/2	68 1/2	68 1/2
61 1/2	48 1/2	4	Stromberg Carburetor	900	64	62 1/2	62 1/2
65 1/2	44 1/2	4	Studebaker Co.	122,400	60 1/2	58 1/2	58 1/2
88 1/2	52	8	Timken Roller Bear.	105,200	56 1/2	52 1/2	52 1/2
109	101 1/2	8	U. S. Rubber	1,100	104 1/2	103 1/2	104
90	51 1/2	4	U. S. Rubber 1st pf.	18,600	53 1/2	51 1/2	51 1/2
34	18 1/2	1	Willis-Overland	140,900	23 1/2	18 1/2	19 1/2
99	91 1/2	7	Willis-Overland pf.	2,900	95	92 1/2	92 1/2
32 1/2	22 1/2	7.5	Yellow Tr. & C. B.	10,600	24 1/2	22 1/2	22 1/2
98 1/2	91 1/2	7	Yellow Tr. & C. B. pf.	600	98 1/2	98	98 1/2

## Rubber Exchange Ends Quiet Week

New York, May 17.—Rubber was extremely quiet at the close of the week, with very little business done in the Saturday session, either outside or on the exchange. On the whole, prices showed a tendency toward further easiness. They have eased off rather steadily ever since the close of the London strike. Few contracts were reported in the outside market. May was available at 48c. and June at 47 1/2c. July through December could be had at 45c. per pound without much difficulty. Buyers were generally about 1/2c. below these levels, when any buyers could be found. Bids were scarce.

RUBBER EXCHANGE OF NEW YORK			
	Open's	High	Low
June	46.50	47.50	47.30
July	45.00	45.00	44.50
August	44.00	44.00	44.10
September	44.00	44.00	44.10
October	44.00	44.00	44.00
November	44.00	44.00	44.00
December	44.00	44.00	44.00
January	44.00	44.00	44.00
February	44.00	44.00	44.00
March	44.00	44.00	44.00
April	44.00	44.00	44.00

OUTSIDE CLOSING PRICES			
	Bid.	Ask.	
Plantations—			
First latex crepe, spot	48 1/2	49 1/2	
May	47 1/2	48 1/2	
June	47 1/2	48 1/2	
July-September	46 1/2	47 1/2	
October-December	45 1/2	46 1/2	
Ribbed smoked sheets, spot	47 1/2	48 1/2	
June	47 1/2	48 1/2	
July-September	44 1/2	45 1/2	
October-December	44 1/2	45 1/2	
Brown crepe, thin, clean	44 1/2	45 1/2	
Specy	44 1/2	45 1/2	
No. 1 roller	44 1/2	45 1/2	
Amber No. 2	44 1/2	45 1/2	
No. 3	44 1/2	45 1/2	
No. 4	44 1/2	45 1/2	
Cauchio Ball—Upper	28	29	
Camets	26	27	
Para-Up-river, fine, spot	41	42	
do coarse	36	37	
Island, fine	38	39	
Central—Corinto scrap	33	34	
Cameras	34	35	
Mexican scrap	32	33	
Guayule, washed and dried	34	35	
Balata—Black, Ciudad	63	64	
Block, Colombia	65	66	
Tanama	43	44	
Sheet	72	73	

Two slightly different grades of this product are offered as the output of separate factories. The range in prices covers quotations on both brands.

## BORG & BECK EARNINGS AHEAD OF LAST YEAR

Chicago, May 17.—While no figures were made public on the first quarter earnings of Borg & Beck, it is officially announced that they were ahead of the corresponding period a year ago. April business is understood to have been The dividend policy, as announced, is to pay the usual extras of 25 cents quarterly if earnings warrant and in view of the current showing there is every reason to expect their continuance.

## Current Commodity Prices

STEEL PRODUCTS	
Semi-Finished—Gross Tons	
Billets, re-rolling	\$25.00a\$26.00
Billets, forging	41.00a42.00
Steel bars (hot rolled)	2.00a
Plates (hot rolled)	1.90a
Blue annealed sheets	2.40a 2.50
Black sheets	3.25a 3.35
Auto body	4.30a 4.40
Hand	2.40a 2.50
Cold rolled strip	3.90a 4.00
Hot rolled strip	2.30a 2.40
Pig Iron, Basic	
Valleys	18.50a19.00
Eastern Pennsylvania	21.60a22.60
IRON PRODUCTS	
Base prices, cents per pound, f. o. b. mill.	
High brass sheets	18 1/2a
Copper, in rolls	21 1/2a
Zinc, spot, New York	7.10a
Lead, spot, New York	7.75a7.80
Aluminum, virgin 98.89%	27a
SEAMLESS TUBING	
High brass	23.50
Copper	24.25
RODS	
High brass (round % to 2 1/2 in.) 16 a	
Copper rods, round	22 1/2a
IRON AND STEEL SCRAP	
(Buying prices, f. o. b. New York.)	
Heavy melting steel	\$11.00a12.00
Machine shop turnings	9.25a 9.75
Cast iron borings	10.00a10.25
No. 1 cast scrap	16.00a17.00

## OUTLINES GROWTH OF TRUCKS—BUSES

### Dodge Bros. Official Reveals Striking Figures

(Continued from Page 1)

transporting 691,000 children by motor delivery. Of the bus routes heretofore mentioned, 31 per cent. are non-competitive with railroads and 2,000 miles of bus service have replaced the rails, steam and electric, which tracks have been abandoned and no service now rendered.

Common carrier trucks pay more than double private carrier taxes and the license fees of common carriers are four times as large, in 25 states.

Fifty-one steam roads in the United States and Canada are now using motor trucks to supplement their shipping service.

Seventeen railroads are studying the possibility of transporting freight by truck—contemplating either the use of trucks for the first time, or the use of additional trucks.

Thirty-one steam roads or their subsidiaries use over 407 motor buses; many of them have begun to carry passengers on the highways, within the last year.

Twenty-two steam roads not using buses are considering the installation of bus service.

Thirty-seven of the railroads using motor trucks are using them for terminal movement.

Ten roads are using them to replace local freight trains and 10 are using them for store-door delivery.